

**Notice of References Cited**

Application/Control No.

09/849,621

Applicant(s)/Patent Under

Reexamination

DELURGIO ET AL.

Examiner

Stephen Bylcw

Art Unit

3623

Page 1 of 3

**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-3,017,610	01-1962	AUERBACH ALBERT A; et. al.	340/146.2
	B	US-6,029,139	02-2000	Cunningham et al.	705/10
	C	US-6,553,352	04-2003	Delurgio et al.	705/400
	D	US-6,094,641	07-2000	Ouimet et al.	705/10
	E	US-5,799,286	08-1998	Morgan et al.	705/30
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

**FOREIGN PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Montgomery, A. "Creating Micro-Marketing Pricing Strategies Using Supermarket Scanner Data", Marketing Science, Vol. 16, No. 4, 1997 (pages 315-337)
	V	Little, JD "BRANDAID: A marketing-Mix Model, Part 1: Structure" Operations Research, Vol 23, No. 4, July-August 1975 (p. 628-655).
	W	Abraham, M. "An Implemented System For Improving Promotion Productivity" Marketing Science, 1993 (p 248-269)
	X	Abraham, M. "Promoter: An Automated Promotion Evaluation System" Marketing Science, 1987 (p. 101-123).

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

**Notice of References Cited**

Application/Control No.

09/849,621

Applicant(s)/Patent Under  
Reexamination  
DELURGIO ET AL.

Examiner

Stephen Bylcw

Art Unit

3623

Page 2 of 3

**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

**FOREIGN PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Cerf, V. and R.E. Kahn, "A Protocol For Packet Network Interconnection," IEEE Transactions On Communications COM-22, May 1974, (p. 637-648).
	V	Berners-Lee, T. "Hypertext Markup Language 2.0 Working Paper," Nov 1995 (pages 1-3).
	W	Flanagan, D. JavaScript: The Definitive Guide, 3rd Edition," published by O'Reilly in June 1998 (ISBN: 1-56592-392-8) section 14.8.
	X	Buzzell, DB "The Costly Bargain of Trade Promotion" Harvard Business Review, March-April 1990 (p. 141-149).

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

**Notice of References Cited**

Application/Control No.

09/849,621

Applicant(s)/Patent Under  
Reexamination  
DELURGIO ET AL.

Examiner

Stephen Bylcw

Art Unit

3623

Page 3 of 3

**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

**FOREIGN PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Tellis, G."Tackling The Retailer Decision Maze: Which Brands To Discount, How Much, When and Why." Marketing Science Vol. 1, No. 34, year 1995 (pages 271-299)
	V	
	W	
	X	

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.